

CATALOG No. 36

INCLUDING

3 New AND *Different Lighting* DEVELOPMENTS



DUOFLUO

TRADE MARK REGISTERED — PATENTS PENDING

UTILITY FLU-O-FLECTOR*

AND

FLU-O-FLECTOR* STRIPS

Exceptionally Low-Priced Fluorescent Fixtures Surpassing
All Competition in Efficiency, Service and Permanence.

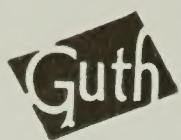
21
14
—
84
21
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294
4 294

*The Name FLU-O-FLECTOR
is Trade Mark Registered.

Engineered and Manufactured by the



2615 Washington Avenue
ST. LOUIS, MO.



DUOFLUO

THE ALL-PURPOSE LUMINAIRE

TRADE MARK REGISTERED AND PATENTS PENDING

*Delivers 3 Different Lighting Results . . . Skylight Shadowless Lighting
Engineered **ALZAK** Reflectors*

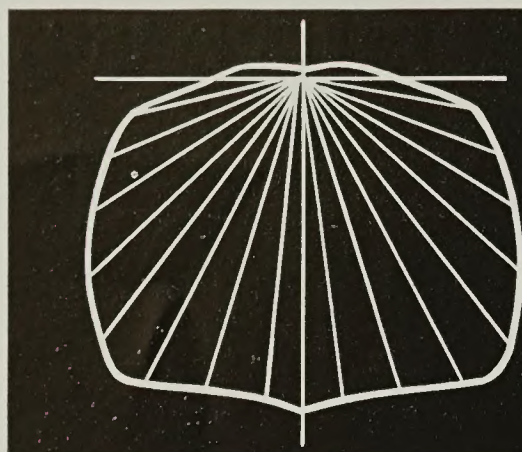


Figure 1
EXTENSIVE DISTRIBUTION

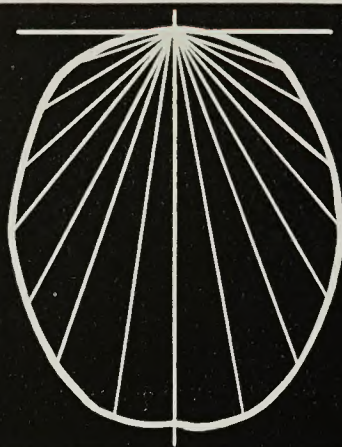


Figure 2
INTENSIVE CONCENTRATION

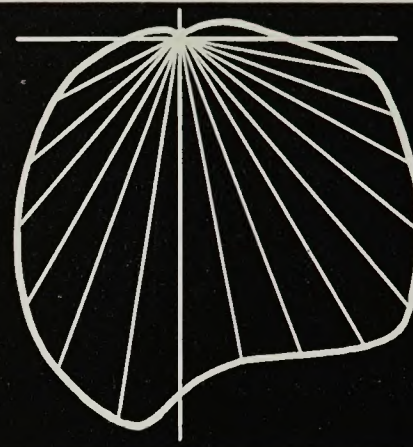


Figure 3
ASYMMETRIC LIGHTING

**ONE ALL-PURPOSE
DUOFLUO**

**THREE DIFFERENT
LIGHT-CURVES**

**TEN MINUTE
"TURN AROUND"**

The new DUOFLUO luminaire offers functional modern design, up-to-the-minute accessory equipment all approved by Underwriters Laboratories, rigid construction with heavy-gauge metals, genuine everlasting ALZAK diffuse reflectors, and last and most important, flexibility of application.

Flexible application is made possible with engineered reflector design. Actually **THREE** lighting jobs can be performed. Figure 1 above, illustrates **EXTENSIVE** lighting distribution; Figure 2 shows **INTENSIVE** light concentration with reflectors in reversed position; Figure 3 illustrates



Figure 4

ASYMMETRIC lighting results with one side in Extensive position and one side in Intensive position. These different lighting results are simply achieved—without any change in wiring — by turning reflectors

about, per Figure 4, a 10-minute job. . . . The lighting curves above are of DUOFLUO No. M1602. Strip-Glass Shield Diffusers used with DUOFLUO Nos. M1605-08 tend to diffuse side view whereas Shatterproof Plastic Diffusers furnished with DUOFLUO Nos. M1610-13 surround lower side of lamps. Lighting curves taken in two planes of each type DUOFLUO will be forwarded upon request.

DUOFLUO CONSTRUCTION AND DESCRIPTION

Exterior is finished Metallic Gray. Reflectors are of No. 1 grade aluminum, processed genuine ALZAK. ALZAK not only assures a non-tarnishing everlasting finish, but adds to the output efficiency. The Fluorescent lamp is a diffusing light source and requires a "punch" reflector, such as ALZAK, to deliver maximum effectiveness. ALZAK will not chip, peel, check or crack—is tough and durable.

DUOFLUO luminaires when furnished WIRED, are supplied complete with latest accessory equipment. (See below.) All accessory equipment is approved by the Under-

writers Laboratories. DUOFLUO luminaires are available WIRED or BARE. When furnished WIRED, necessary Sockets, Ballast, Compensator, and Starter Switches are included, wired complete except lamps. When furnished BARE, the fixture only is supplied less all accessories and sockets.

May be had for 110-125 or 220-250 line voltage. Unless specified with order WIRED DUOFLUO luminaires will be equipped for 110-125 volts. All accessory equipment listed is for 60-cycle alternating current. Other accessory equipment available, prices upon request.

LATEST FLUORESCENT FEATURES

DUOFLUO luminaires when furnished WIRED are equipped with accessory equipment of latest design and improvements to date. The new Tulamp ballasts provide 95-100% power factor and are quiet in operation. Separate starter switches are included and are mounted at the lamp socket for easy access. Starter switches can be simply replaced without dismantling the luminaire. A Starting Compensator is supplied with each ballast to insure maximum lamp life. DUOFLUO prices do not include lamps.

DUOFLUO SUSPENSION EQUIPMENT

DUOFLUO luminaires as illustrated on Page 3 are for ceiling mounting to produce a "Skylight" effect; which with proper spacing of the units will provide shadowless eye-comfort illumination. Where suspension from the ceiling is desired, add \$6.00 to list prices which will include two swivel stem aluminum hangers and canopies. Chain hangers and canopies available at \$4.50 list. Distance between hanger mountings is 25-inch centers. Hanger prices include up to 36-inch O. A. length with DUOFLUO. Extra lengths available at 60 cents list per foot.

THE EDWIN F. GUTH COMPANY

"Leaders In Lighting Since 1902"

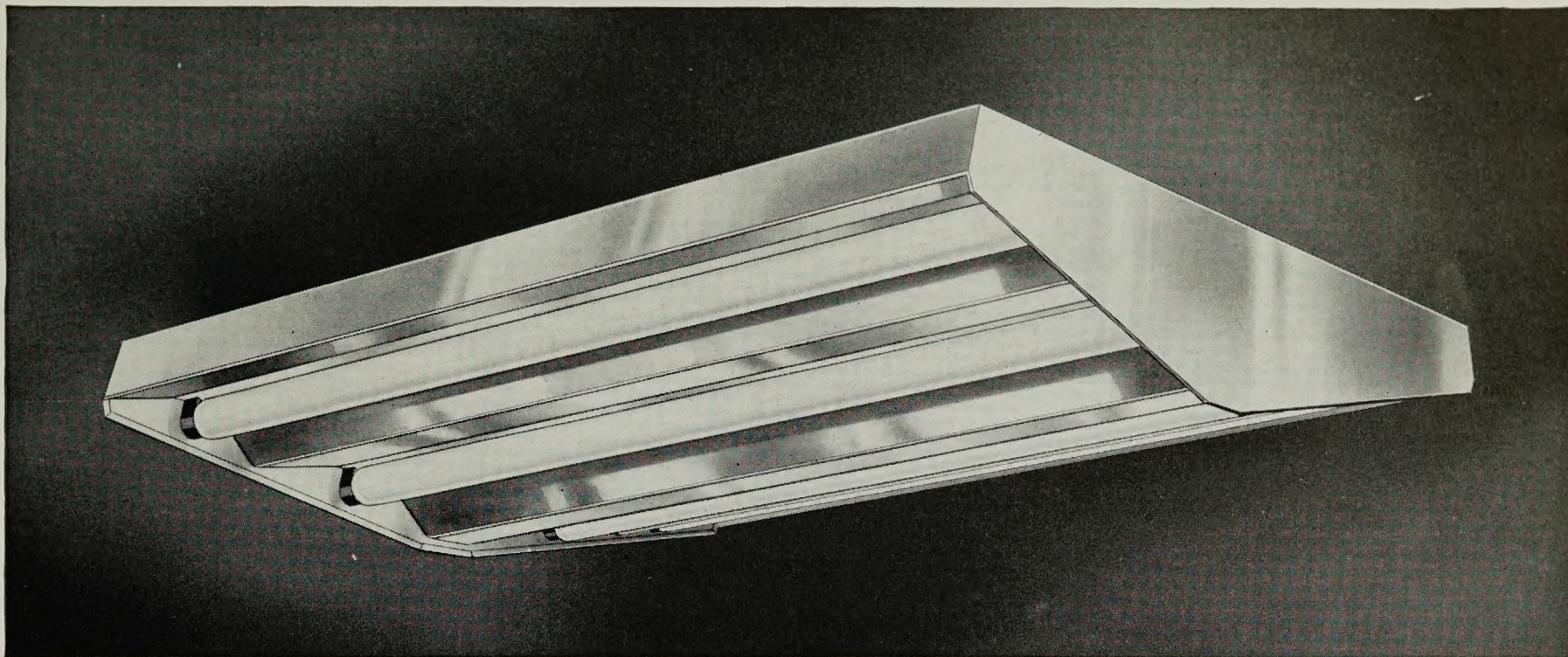
ST. LOUIS, MO.



DUOFLUO --- SKY LIGHT LIGHTING

TRADE MARK REGISTERED — PATENTS PENDING

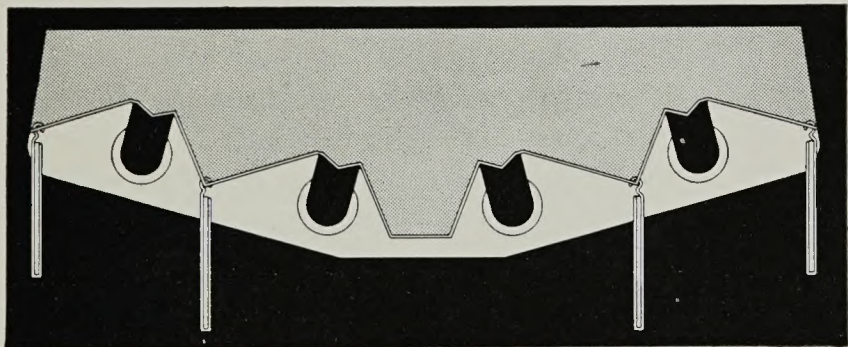
With "Turn Around" Reflector Feature . . . Obtainable With or Without Diffusers
Reflectors **ALZAK** Aluminum



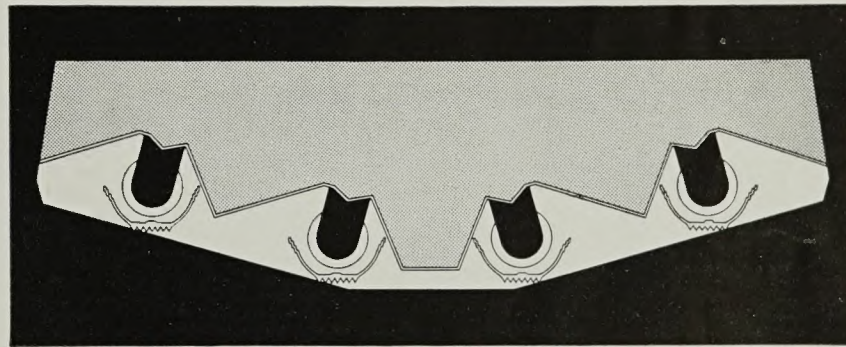
● DUOFLUO No. M-1601

Cat. No.	Lamp Wattage Only	Length	Width	Height	Shg. Wt.	Shg. Wt.	List Price	
					Lbs. WIRED	Lbs. BARE		
M-1600	2-40	48 $\frac{1}{16}$ "	10 $\frac{1}{2}$ "	5 $\frac{3}{4}$ "	18	10	\$37.50	\$20.50
M-1601	4-40	48 $\frac{1}{16}$ "	19 $\frac{1}{2}$ "	6"	33	15	60.00	26.00
M-1602	6-40	48 $\frac{1}{16}$ "	28"	7 $\frac{1}{4}$ "	45	21	88.75	37.75
M-1603	8-40	48 $\frac{1}{16}$ "	37"	9"	60	25	117.50	49.50

NOTES: Freight allowed on shipments of 100 lbs. or more for destination within United States.



● DUOFLUO With Strip-Glass Diffusers



● DUOFLUO With Shatter-proof Plastic Diffusers

Cat. No.	Lamp Wattage Only	Hght.	List Price		Cat. No.	Lamp Wattage Only	Hght.	List Price	
M-1605	2-40	6 $\frac{1}{4}$ "	\$42.30	\$25.30	M-1610	2-40	6"	\$47.50	\$30.50
M-1606	4-40	6 $\frac{1}{2}$ "	69.60	35.60	M-1611	4-40	6 $\frac{1}{4}$ "	80.00	46.00
M-1607	6-40	7 $\frac{3}{4}$ "	103.15	52.15	M-1612	6-40	7 $\frac{1}{2}$ "	118.75	67.75
M-1608	8-40	9 $\frac{1}{2}$ "	136.70	68.70	M-1613	8-40	9"	157.50	89.50

NOTES: Full freight allowed on shipments of 100 lbs. or more for destination within United States. Duofluo Nos. M1605-08 and Nos. M1610-13 have same length and width as Nos. M1600-03.



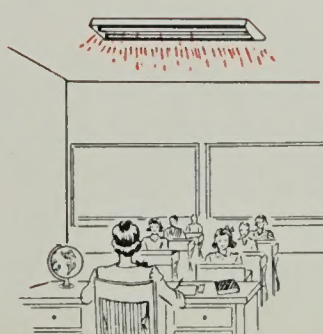
DUOFLUO --- THE ALL PURPOSE LUMINAIRE



● For Offices



● For Merchandising



● For Schools

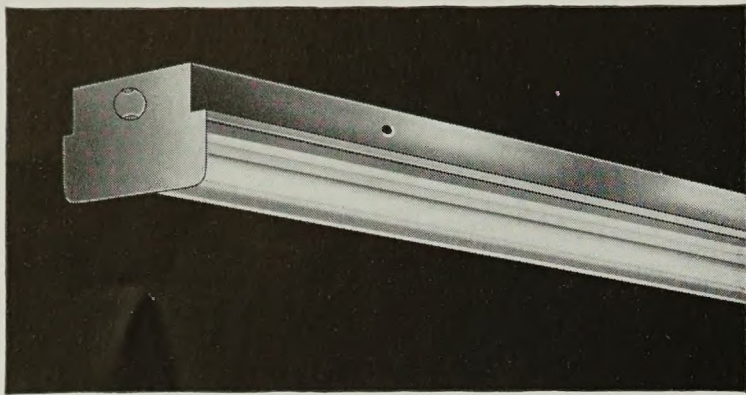


● For Stores

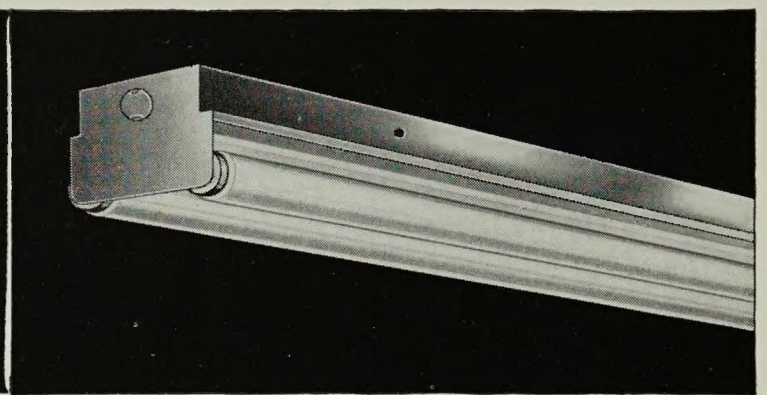
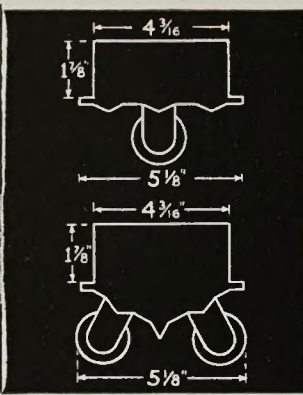


FLU-O-FLECTOR STRIPS

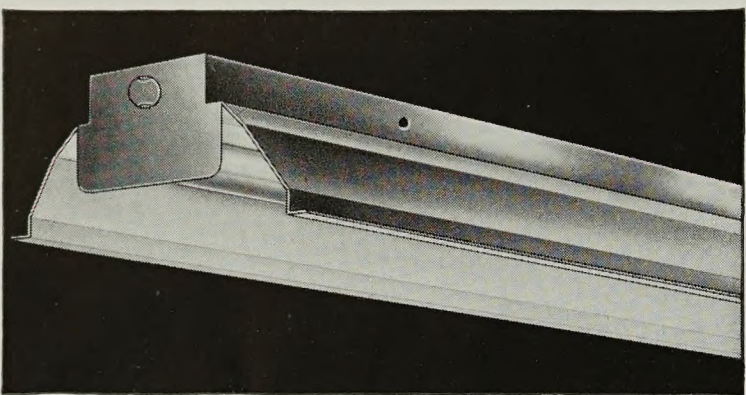
*Stock Sized Strips . . . Complete With Ends . . . Wired or Bare Assembly
Reflectors **ALZAK** Aluminum*



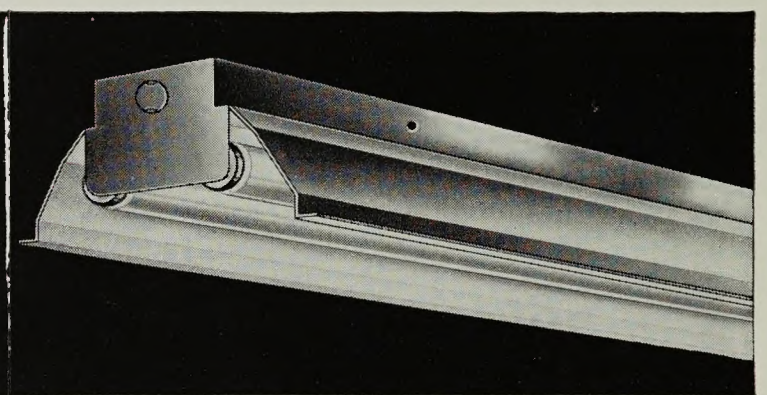
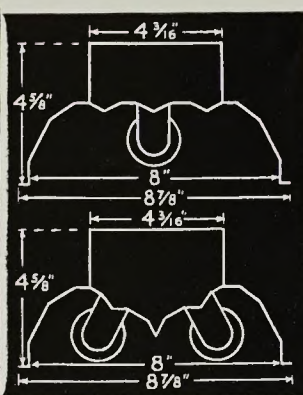
● Nos. M1632W—39 Inclusive



● No. M1640W—47 Inclusive



● Nos. M1648W—55 Inclusive



● Nos. M1656W—63 Inclusive

THE new Guth FLU-O-FLECTOR Strips provide a complete lighting system, smart in appearance and low-in-cost. Reflectors and Covers are Lustre-Grain ALZAK aluminum mounted on chipless Gray Enameled Channel. FLU-O-FLECTOR strips are for general illumination, light direction, or for coves, luminous panels, and numerous other illumination applications.

TULAMP AND STARTER SWITCH FEATURES: Reflector and channel for double row lamp units are designed to accommodate the new Tulamp Ballasts. This enables high power factor equipment for 30 and 40 watt lamps at least expense. Single and double row units are both furnished with necessary holes for use with the new separate starter switches.

UNIT CONSTRUCTION: FLU-O-FLECTOR Strips are complete fixture units for use with one or two lamps, or for any number of lamps in consecutive application of strips. Unit feature means quicker assembly and installation. Each unit is built intact with electrically welded-on ends, which also serve as louvres lengthwise of the lamps. Each end has a knockout for electrical connections when strips are joined continuously.

FLU-O-FLECTOR Channel of heavy-gauge steel is formed by stamping operations for absolute uniform and die-straight production.

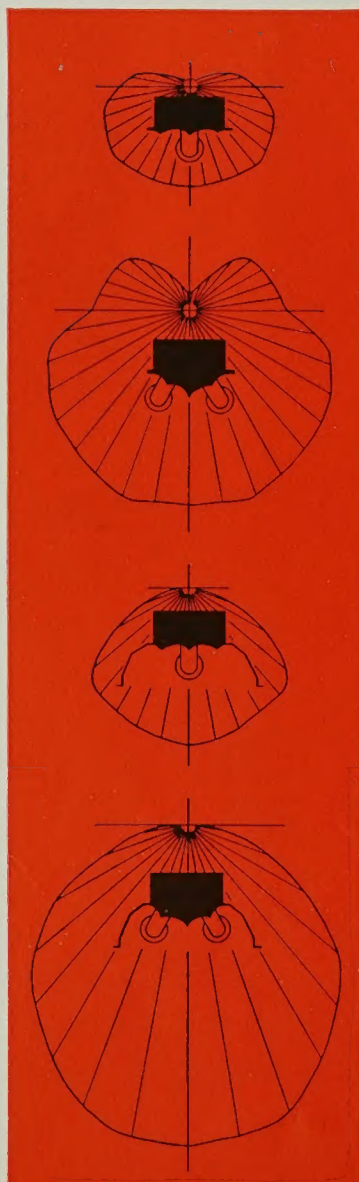
Channel is slotted for attachment of standard ballast Knockouts are provided in Channel-top for stem supports or for attachment to studs. Screw-holes are punched in Channel-top for attachment direct to ceiling or to ears of junction boxes. On Channel sides are two ventilation holes that can be used for installation of pull-switches.

REFLECTOR DESIGN: Efficient, permanent ALZAK aluminum diffuse reflectors insure maximum light reflection and attractive appearance. Reflectors are engineered with "V" shape behind each lamp, and with large "V" shape between lamps for double row units; these features are recommended for MAXIMUM light output.

UNIVERSAL MOUNTING: FLU-O-FLECTOR Strips are made for Exposed, Pendant or Recessed mounting.

WIRED OR BARE: FLU-O-FLECTOR Strip units are listed on the following page fully equipped with necessary Ballast and accessories wired complete except lamps; and are also listed as units only, bare, less sockets and accessories.

HIGH POWER FACTOR: All FLU-O-FLECTOR Strip equipment listed in this folder as WIRED, will be furnished for 90 to 100% power factor as noted in schedule.





FLU-O-FLECTOR STRIPS

Smart Appearing . . . For Exposed, Recessed or Pendant Mounting
*Genuine **ALZAK** Reflectors*

GUTH FLU-O-FLECTOR Strips listed below are available either **WIRED** which includes Wire, 110 Volt, 60 Cycle, A. C. Ballasts, Sockets, Starter Switches (and Starting Compensators where necessary, all wired-in, ready to install); or they are obtainable **BARE**, that is, fixture only less sockets, accessories and wire. Fixtures listed as **BARE** have identical convenient hole arrangements for Mounting, Ventilation, Pull Switches and Starter Switches.

All ballast and accessory equipment furnished in **WIRED** units is approved by Underwriters Laboratories.

FLU-O-FLECTOR units are listed below at "Lamp Wattage Only." In addition to this wattage, approximately 4 to 13 watts per lamp depending on the size, is lost in ballast operation.

Overall unit lengths are $\frac{1}{16}$ " longer than lamp and socket assembly (15 watt lamp units are $18\frac{1}{16}$ " O. A.; 20 watt lamp units are $24\frac{1}{16}$ " O. A., etc.). Depths and widths are shown in cross-sections of various types on preceding page. Prices include freight allowance on shipments of 100 lbs. or more for shipment to United States continent destinations.

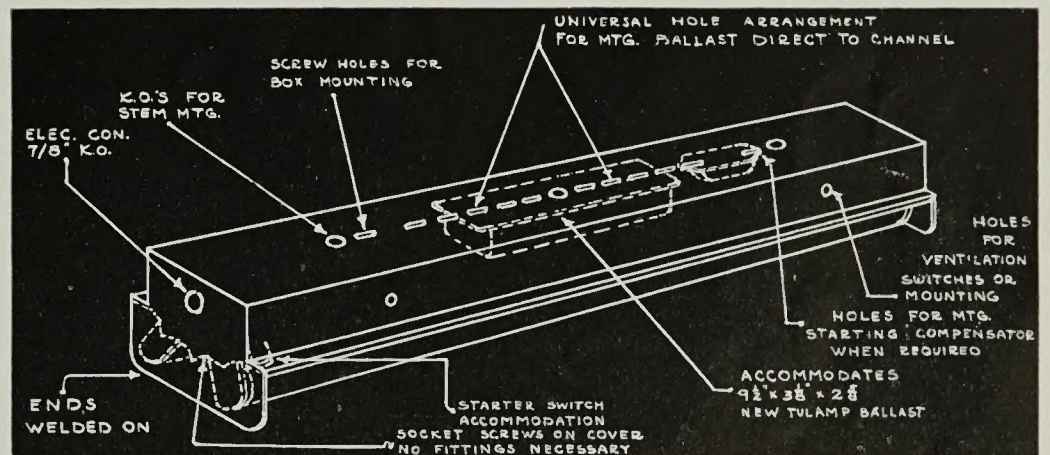
PRICE INFORMATION

STRIP UNITS							REFLECTOR STRIP UNITS						
Cat. No.	Lamp Wattage Only	How Shipped	Power Factor	Std. Carton	Shg. Wt. Each Unit	List Price Each Unit	Cat. No.	Lamp Wattage Only	How Shipped	Power Factor	Std. Carton	Shg. Wt. Each Unit	List Price Each Unit
M1632W	1-40	WIRED	90-95	2	11	\$16.50	M1648W	1-40	WIRED	90-95	1	13	\$20.80
M1633	1-40	BARE	2	8	4.90	M1649	1-40	BARE	1	10	9.20
M1634W	1-30	WIRED	90-95	2	10	15.35	M1650W	1-30	WIRED	90-95	1	12	19.05
M1635	1-30	BARE	2	7	4.25	M1651	1-30	BARE	1	9	7.95
M1636W	1-20	WIRED	90-95	2	7	11.75	M1652W	1-20	WIRED	90-95	1	9	14.80
M1637	1-20	BARE	2	4	3.65	M1653	1-20	BARE	1	6	6.70
M1638W	1-15	WIRED	90-95	2	6	11.40	M1654W	1-15	WIRED	90-95	1	7	14.10
M1639	1-15	BARE	2	3	3.30	M1655	1-15	BARE	1	4	6.00
M1640W	2-40	WIRED	95-100	2	14	22.25	M1656W	2-40	WIRED	95-100	1	16	26.55
M1641	2-40	BARE	2	8	5.25	M1657	2-40	BARE	1	10	9.55
M1642W	2-30	WIRED	95-100	2	10	20.90	M1658W	2-30	WIRED	95-100	1	12	24.55
M1643	2-30	BARE	2	7	4.60	M1659	2-30	BARE	1	9	8.25
M1644W	2-20	WIRED	95-100	2	9	17.60	M1660W	2-20	WIRED	95-100	1	10	20.60
M1645	2-20	BARE	2	4	3.90	M1661	2-20	BARE	1	5	6.90
M1646W	2-15	WIRED	95-100	2	7	17.20	M1662W	2-15	WIRED	95-100	1	8	19.90
M1647	2-15	BARE	2	4	3.50	M1663	2-15	BARE	1	5	6.20

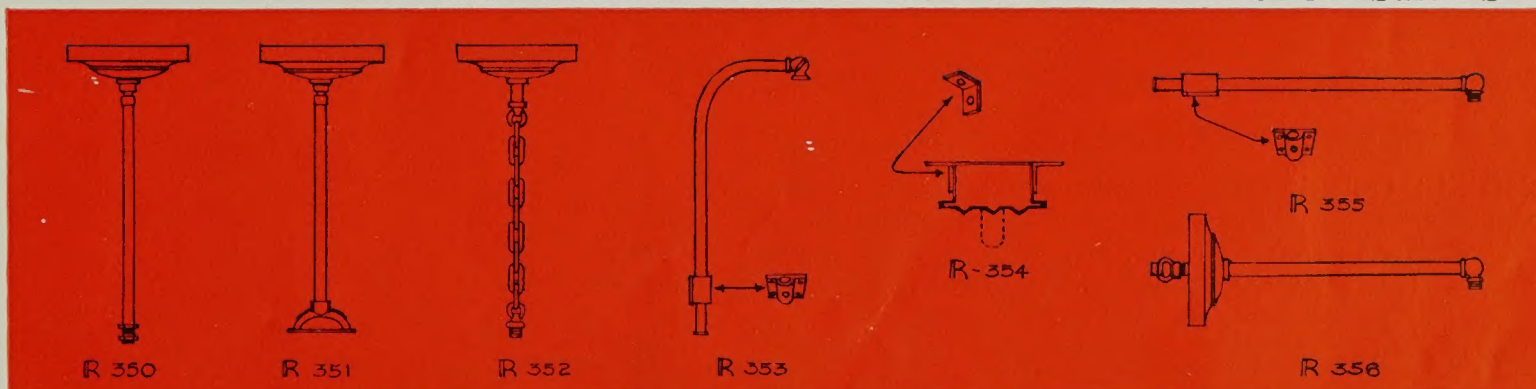
NOTE: For less than standard carton, add 10% to list prices.

SIMPLEST CONSTRUCTION FOR EASY ASSEMBLY AND INSTALLATION

FLU-O-FLECTOR Strips consist of a channel and the reflector without clips or any other loose items except 4 thumb nuts for combining these two elements.



HANGERS AND BRACKETS FOR FLU-O-FLECTOR STRIPS



R350 Hanger. Self-aligning and made of ALZAK aluminum. Fastens to Channel with $\frac{3}{8}$ " locknuts.

R351 Hanger is R350 hanger plus special Splice Box enabling line connection after stems are installed on ceiling.

R352 Chain Hanger finished aluminum. Complete with loop at top and bottom; also hickey included.

R353 Bracket adjustable to a maximum of 20" above table. Finished aluminum.

R354 Mounting Strap for exposed ceiling mounting. Four required for each unit. Attaches to holes in sides of channel.

R355 Bracket for mounting into walls, wallcases, etc. Standard length is 20".

R356 Bracket includes 6" aluminum canopy with slip-ring and U-hickey. For mounting out of boxes.

Cat. No.	Lgth.	Std. Pkg.	List Each
R350	36"	2	\$3.00
R351	36"	2	4.50
R352	36"	2	2.25
R353	20"	2	5.00
R354	...	4	.10
R355	20"	2	4.50
R356	20"	2	4.50

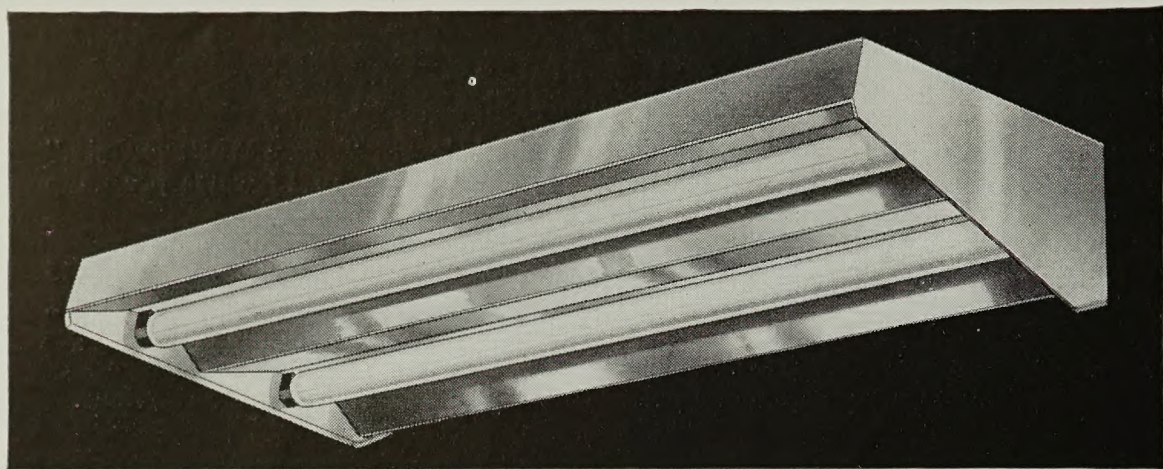
Prices include wire.

Cat. Nos. **R350** and **R351** extra lengths available at **60 cents** list per foot. **R353** chain hanger extra length at **50 cents** list per foot.



SHOW WINDOW FLU-O-FLECTORS

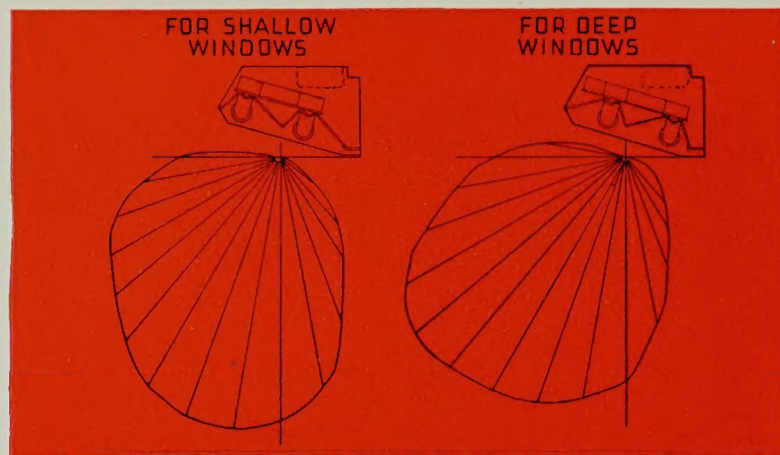
For Either Deep or Shallow Windows . . . With "Turn Around" Reflector Feature



● No. M1683W SHOW-WINDOW FLU-O-FLECTOR

Cat. No.	Lamp Sizes	Lamp Rows	Shg. Wt. Per Ft.		Power Factor	Fixt. Lgth.	List Prices	
			Wired	Bare			Wired	Bare
M1680W	18"	2	7#	5#	95-100	18 1/4"	\$24.20	\$10.50
M1681W	24"	2	7#	5#	95-100	24 1/4"	25.20	11.50
M1682W	36"	2	8#	6#	95-100	36 1/4"	29.55	13.25
M1683W	48"	2	8#	6#	95-100	48 1/4"	32.00	15.00
M1685W	18"	3	9#	6#	90-95	18 1/4"	\$36.05	\$14.25
M1686W	24"	3	9#	6#	90-95	24 1/4"	38.05	16.25
M1687W	36"	3	10#	7#	90-95	36 1/4"	46.40	19.00
M1688W	48"	3	10#	7#	90-95	48 1/4"	50.35	21.75
M1690W	18"	4	10#	6#	95-100	18 1/4"	\$46.65	\$19.25
M1691W	24"	4	10#	6#	95-100	24 1/4"	48.65	21.25
M1692W	36"	4	12#	8#	95-100	36 1/4"	56.35	24.75
M1693W	48"	4	12#	8#	95-100	48 1/4"	62.50	28.50

NOTES: Other widths (five or six rows) available; prices freight allowed on shipments of 100 lbs. or more for destination within the United States.



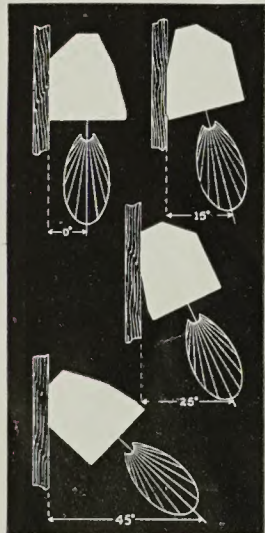
● Reflector Positioned for Shallow Show Windows

● Reflector positioned for Deep Type Show Window

Show Window FLU-O-FLECTORS utilize genuine ALZAK reflectors for maximum "punch" effectiveness with all sizes of Fluorescent lamps. Units are stock lengths to facilitate wiring and installation; welded-on ends act as louvers lengthwise of the installation. "Turn-around" reflector feature (see page 2) enables use for either Deep or Shallow windows. Units are available WIRED or BARE. Wired units are complete with 110 volt 60 cycle A. C. High Power Factor Ballasts, Starting Switches, (Compensators when necessary) and wiring. BARE units are fixture only less sockets, wire and accessories. Lamps not included in price of fixture.



ALL-ANGLE WALLCASE FLU-O-FLECTOR



● All-Angle Wallcase Flu-O-Flector

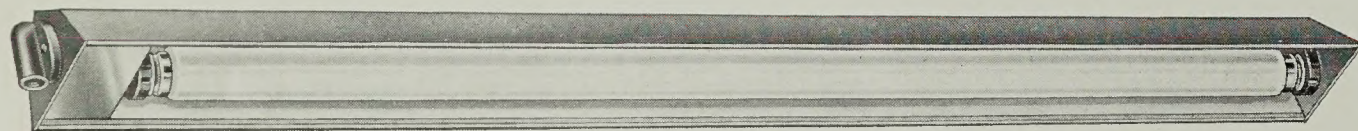
Wall-Case FLU-O-FLECTORS with genuine ALZAK reflectors deliver efficient "tear drop" light curve. Due to housing design, units can be mounted at 0°, 15°, 25° and 45° angles on walls; or at 45°, 65°, 75° or 90° angles on ceilings. Mounting simply with wood screws. Exterior of steel is finished electroplated Statuary Bronze. Other regular finishes available at 10% extra. Special and continuous lengths available; prices upon request.

Cat. No.	Lamp Size	Fixture Length	List Prices		Shg. Weight	
			Wired	Bare	Wired	Bare
M1710W	18"	18 3/4"	\$16.85	\$ 8.75	8#	5#
M1711W	24"	24 3/4"	17.60	9.75	10#	6#
M1712W	36"	36 3/4"	22.85	11.75	13#	10#
M1713W	48"	48 3/4"	26.35	13.75	17#	14#

Fixture width and height are 4 3/4" and 4 7/8" respectively. WIRED units furnished with 110 volt, 60 cycle A. C. ballast (90-95% power factor), starter switches and sockets, wired complete. BARE units are fixtures only less sockets, wire and accessories. Lamps not included in prices.



SHOWCASE FLU-O-FLECTORS

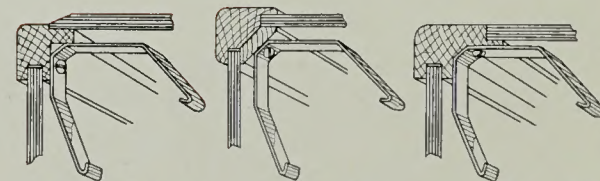


● Showcase Flu-O-Flector No. M-1309

Small in size (2" x 2 1/4") Show Case FLU-O-FLECTORS provide complete light coverage with their engineered design reflectors. Maximum efficiency and effectiveness of Fluorescent lamps made possible by genuine ALZAK process. Exterior designed so fixtures can be fastened with wood-screws or with any of the type hangers shown to the right. If hangers are desired, specify type as shown; furnished with prices of units, no extra.

Cat. No.	Length and Number of Lamps		O. A. Fixt. Length	Shg. Wt.	List Price
	18" Size	36" Size			
M1308	1	..	21"	6	\$10.00
M1309	..	1	39"	10	13.00
M1310	2	..	39"	10	16.00
M1311	1	1	57"	16	20.00
M1312	3	..	57"	16	22.00
M1313	..	2	75"	20	25.00

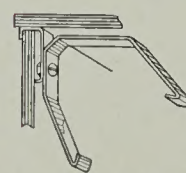
NOTES: Special and continuous lengths available; prices upon request. Prices above include sockets wired but are less auxiliaries and lamps. Standard finish is Statuary Bronze. Mitred corners at \$4.00 list each.



● Type A

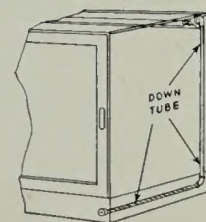
● Type B

● Type C



● Type D

M-1323
Down
Tube
List
\$3.00



Auxiliary
Housings

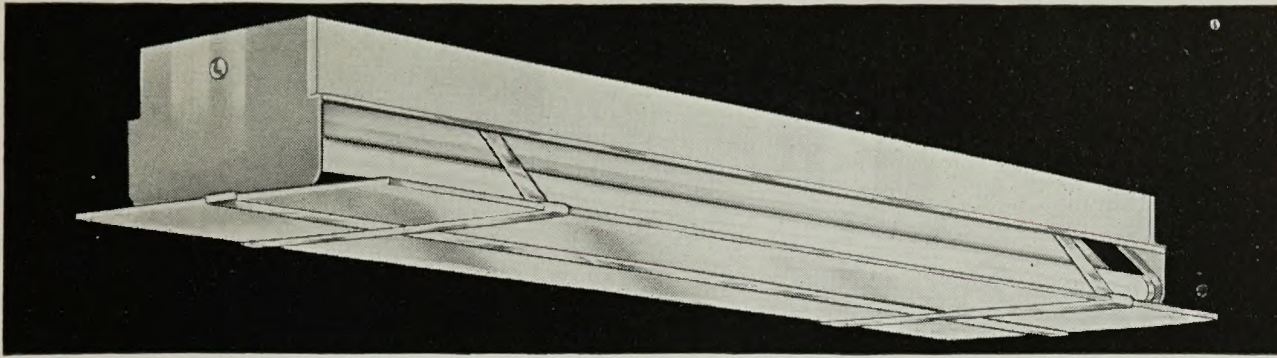
The Auxiliary Housing shown above is complete with cover and knockouts. Available in four lengths.

Cat. No.	O.A.Lgth.	Price	Cat. No.	O.A.Lgth.	Price
M-1319	14"	\$1.50	M-1321	34"	\$2.30
M-1320	24"	1.75	M-1322	46"	2.75

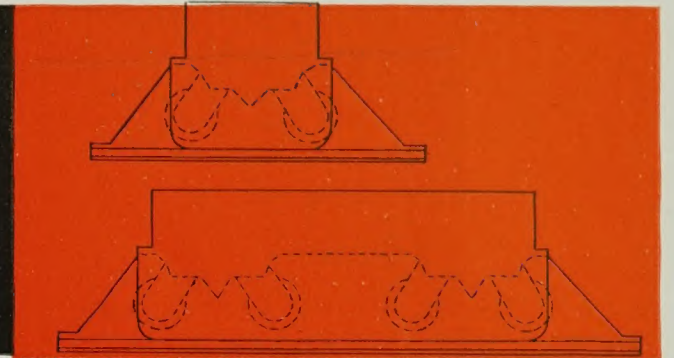


FLU-O-FLECTOR DIFFUSER STRIPS

Lower Surface Brightness . . . Individual Stock Sizes
*Efficient **ALZAK** Reflector*



● No. M1716 Diffuser Strip



● Cross Sections

Refined quality Fluorescent lighting at low-cost is now available with the new FLU-O-FLECTOR Diffuser Strips. Made for 18", 24", 36" and 48" double and quadruple row of lamps. Diffuser-Strips are for use in offices, stores, schools and for numerous other applications of general

lighting. Diffuser-Strips can be mounted on the ceiling; or can be suspended from the ceiling with hangers as shown on page 6; or can be semi-recessed into the ceiling. Lamps are positioned at slightly outward angles to allow a portion of the light to be directed upward.

Cat. No.	Lamp Wattage Only	O. A. Lgth.	O. A. Wdth.	O. A. Depth	Shg. Wt. Wired Units	Shg. Wt. Bare Units	List Prices	
							Wired	Bare
M1715	2-15	22"	10"	5"	9	6	\$24.70	\$11.00
M1716	2-20	28"	10"	5"	12	7	26.35	12.65
M1717	2-30	40"	10"	5"	14	10	30.90	14.60
M1718	2-40	52"	10"	5"	17	11	33.50	16.50
M1720	4-15	22"	18"	5"	17	10	45.65	18.25
M1721	4-20	28"	18"	5"	22	12	48.25	20.85
M1722	4-30	40"	18"	5"	28	20	56.80	24.20
M1723	4-40	52"	18"	5"	34	22	61.35	27.35

NOTE: Prices include freight allowance on 100 lbs. or more for destination within the United States. Wattage ratings above are for lamps only; in addition approximately 4 to 9 1/2 watts per lamp is consumed in ballast operation.

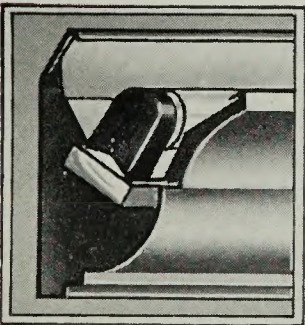
Exterior of channel and glass frames are Metallic Gray. Glass Diffuser is efficient frosted glass. Reflecting surface is genuine ALZAK Aluminum. Available WIRED or BARE. WIRED units are wired complete with 110 Volt 60 Cycle A. C. High Power Factor ballasts, Starter

Switches, (Starting Compensator when necessary). BARE units are fixtures only less sockets, wire and accessories. Lamps are not included in any of the above prices.

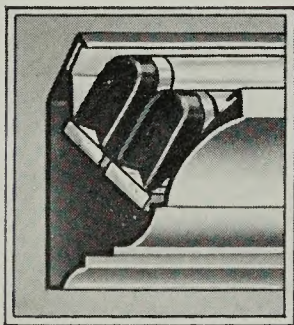


COVE-TYPE FLU-O-FLECTORS

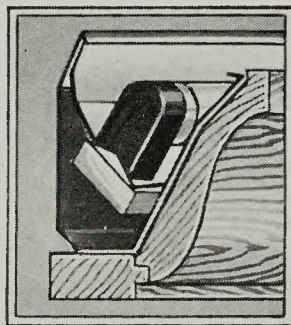
For Concealed or Exposed Mounting . . . One or Two Rows of Lamps
*Permanent **ALZAK** Reflectors*



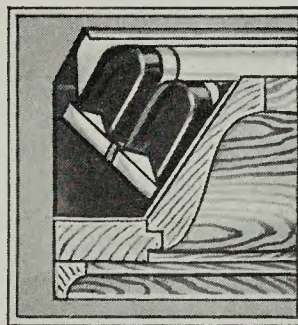
● No. M1705
Exposed Type



● No. M1706
Exposed Type



● No. M1707
Concealed Type



● No. M1708
Concealed Type

Cat. No.	For Lamps	O. A. Wdth	O. A. Hght.	Base Lgth.	Base Length List Price		Addl. Lamp Length List Price		Shg. Wt. in Ft.	
					Wired	Bare	Wired	Bare	Wired	Bare
M1705A	1-15	4 1/4"	4 5/16"	19"	\$19.60	\$11.50	\$15.30	\$ 7.20	5#	2 1/2#
M1705B	1-20	4 1/4"	4 5/16"	25"	20.50	12.50	16.90	8.80	5#	2 1/2#
M1705C	1-30	4 1/4"	4 5/16"	37"	25.10	14.00	21.50	10.40	6#	2 1/2#
M1705D	1-40	4 1/4"	4 5/16"	49"	29.30	16.70	25.80	13.20	6#	2 1/2#
M1706A	2-15	5 1/4"	7"	19"	\$29.70	\$16.00	\$25.20	\$11.50	5 1/2#	3#
M1706B	2-20	5 1/4"	7"	25"	31.20	17.50	26.20	12.50	5 1/2#	3#
M1706C	2-30	5 1/4"	7"	37"	35.05	18.75	30.55	14.25	6#	3#
M1706D	2-40	5 1/4"	7"	49"	39.25	22.25	34.75	17.75	6#	3#
M1707A	1-15	4 1/8"	3 3/4"	19"	\$17.60	\$ 9.50	\$14.70	\$ 6.60	4#	2#
M1707B	1-20	4 1/8"	3 3/4"	25"	19.10	11.00	16.10	8.00	4#	2#
M1707C	1-30	4 1/8"	3 3/4"	37"	24.10	13.00	20.60	9.50	5#	2#
M1707D	1-40	4 1/8"	3 3/4"	49"	27.80	15.20	24.80	12.20	5#	2#
M1708A	2-15	5 1/4"	6"	19"	\$27.00	\$13.30	\$24.20	\$10.50	5#	2 1/2#
M1708B	2-20	5 1/4"	6"	25"	28.50	14.80	25.50	11.30	5#	2 1/2#
M1708C	2-30	5 1/4"	6"	37"	33.10	16.80	29.20	12.90	6#	2 1/2#
M1708D	2-40	5 1/4"	6"	49"	36.90	19.90	33.40	16.40	6#	2 1/2#

Excellent cove lighting effects with Fluorescent lamps are possible in small rooms, offices, reception rooms and stores. Cove-type FLU-O-FLECTORS are available for 18", 24", 36" and 48" size lamps; in single or double row widths, and for exposed or concealed mounting. Inner reflector is genuine non-tarnishing ALZAK aluminum. Exposed types regular finished Statuary Bronze lacquered. Concealed types are Udylyte rust-protected. Mitered corners for exposed types at \$6.00 list each and for concealed types at \$4.00 list each.

FLU-O-FLECTORS are available WIRED or BARE. Wired units are wired complete with 110 volt, 60 cycle A. C. ballasts (90-100% power factor), Starter Switches (and Compensators when necessary). Bare units are for fixtures only less wire, sockets, and accessories. Prices do not include lamps.

IMPORTANT CATALOG NOTES!

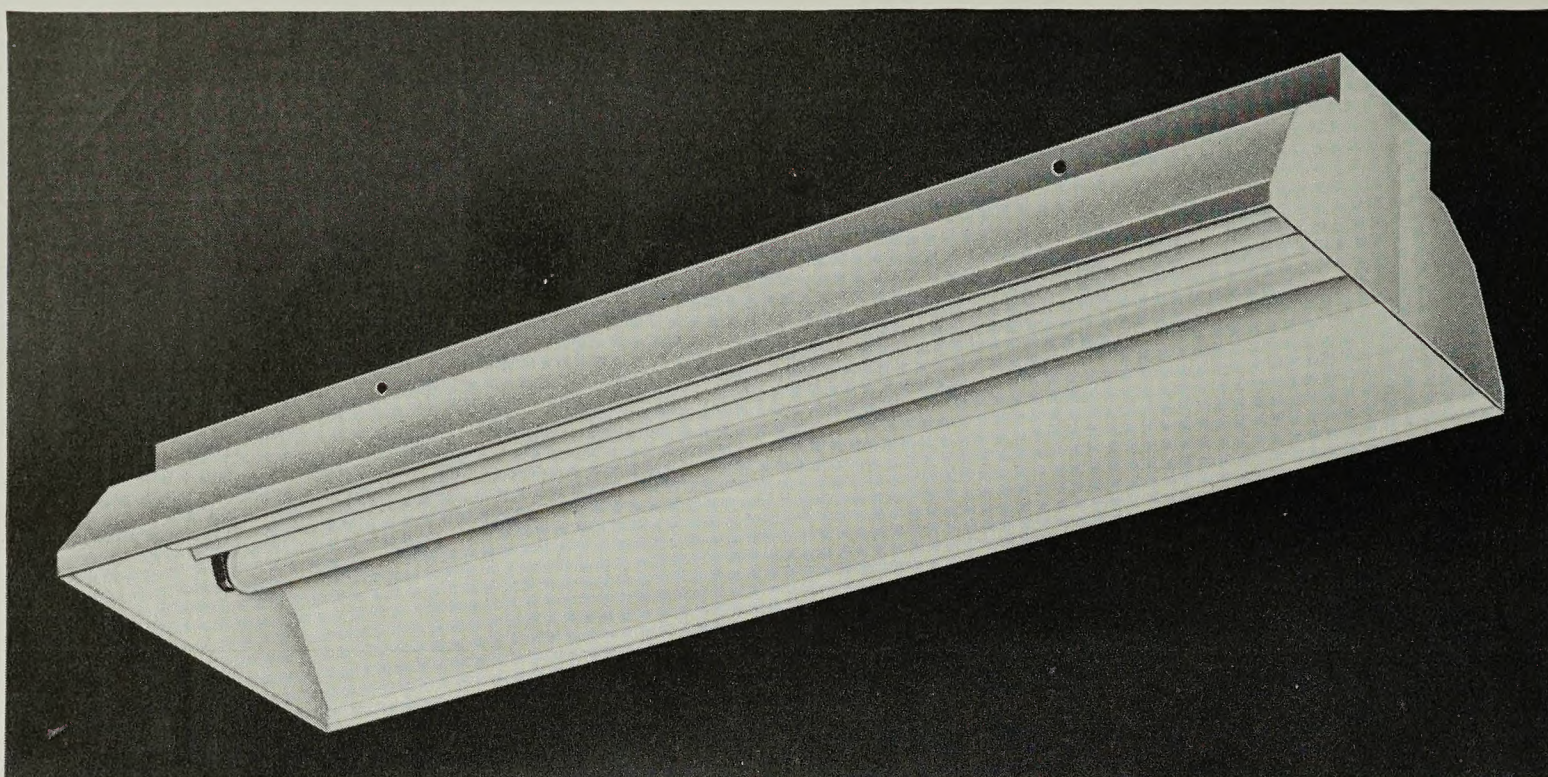
Listings in this catalog supersede prices and items listed in previous Guth Catalogs and Folders. Prices are subject to change without notice. Lamps are not included in prices herein. When ballast and accessory equipment is furnished by the Guth Co., we pass to the customer, the same guarantee that auxiliary manufacturers offer, namely, that the accessory equipment will be replaced, in a specified time, F. O. B. our factory; or thru reciprocal arrangement the equipment may be exchanged at nearest accessory manufacturers' distributor.

THE EDWIN F. GUTH CO.
St. Louis, Mo.



NEW UTILITY FLU-O-FLECTOR

2 or 4 Lamp Sizes—95 - 100% Power Factor . . . Starter Switches
Reflector **ALZAK** Aluminum



● Utility Flu-o-flector

E. R. BEERS ELEC. CO.

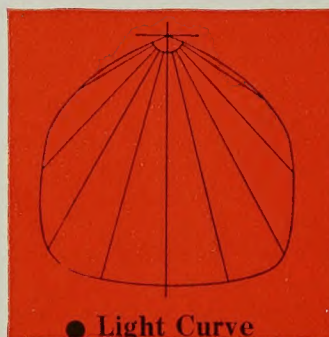
BLOOMSBURG, PA.

QUALITY FLUORESCENT LIGHTING for vital seeing conditions in industry is now available at low cost with the new Utility FLU-O-FLECTOR. The reflecting surface is formed of genuine ALZAK aluminum — GUARANTEED NOT TO CHIP — non-tarnishing, permanent. ALZAK does not peel, check, or crack — is more durable, tougher — and is easy to clean.

ALZAK REQUIRED — The Fluorescent lamp is a diffusing type of light source that requires a “punch” reflector to deliver maximum effective-

ness. ALZAK aluminum provides this added “punch” necessary for really effective Fluorescent lighting.

REFLECTOR DESIGN—Guth engineers have designed herewith a reflector to insure maximum overall efficiency from Fluorescent lamps. Necessary “V” shape reflector above each lamp directs highest percentage of light to the working plane. Reflector light cut-off in the 2-light is 72 degrees. Utility FLU-O-FLECTORS offer more advantages for best Fluorescent lighting results.



● Light Curve

Cat. No.	Lamp Wattage Only	How Shipped	Length	Width	Height	Shipping Weight	List Price
M1616W	2-40	WIRED	48 $\frac{1}{16}$ "	11"	7 $\frac{1}{2}$ "	16#	\$31.50
M1624W	4-40	WIRED	48 $\frac{1}{16}$ "	18 $\frac{1}{2}$ "	7 $\frac{1}{2}$ "	30#	57.35
M1617	2-40	BARE	48 $\frac{1}{16}$ "	11"	7 $\frac{1}{2}$ "	9#	14.50
M1625	4-40	BARE	48 $\frac{1}{16}$ "	18 $\frac{1}{2}$ "	7 $\frac{1}{2}$ "	15#	23.35

NOTE: Prices include freight allowance on shipments of 100 lbs. or over for destination within United States continent. Wattage ratings above are for lamps only; in addition, approximately 9 $\frac{1}{2}$ watts per lamp is consumed in ballast operation.

DESCRIPTION—Reflector of heavy-gauge No. 1 Alcoa aluminum, permanently processed Etched ALZAK. Ballast housing of steel finished chipless Gray Enamel. Holes in ballast housing for pendant or chain mounting are on 25-inch centers. Ends are steel, electrically-welded to ballast housing and are finished chipless Gray Enamel. In Price Table above, FLUOFLECTORS listed as WIRED include Ballasts, Starting Switches and Compensators wired complete ready for installation. FLUOFLECTORS listed as BARE include fixture only, less wire, sockets and accessories. Lamps are not included in any of above prices.

BALLAST EQUIPMENT—The new Tulamp Ballast is furnished with 95-100% power-factor in all units listed as WIRED. Regular equipment for 110-125 volt, 60 cycle alternating current. Also furnished in WIRED units, are Starting Compensators to insure maximum lamp life, and separate Starter Switches mounted at lamp socket for easy access. All accessory equipment supplied is approved by Underwriters Laboratories.

FOOT-CANDLE READINGS Underneath UTILITY FLU-O-FLECTORS

Lamp Color	Two 40 Watt		Four 40 Watt	
	Day-light	White	Day-light	White
4' Under Fluoflector	60-65	67-72	115-125	128-138
5' Under Fluoflector	40-45	44-49	75- 85	85- 94
6' Under Fluoflector	32-36	36-40	60- 69	70- 78



● Cross-Section
2-Light Flu-o-flector



● Cross-Section
4-Light Flu-o-flector